WORKFORCE West Virginia USA

Earl Ray Tomblin, *Governor*
Russell L. Fry, *Acting Executive Director*
Keith Burdette, *Cabinet Secretary*

Annual Report Narrative on the Workforce Investment Act

to

The United States Department of Labor

Program Year 2013

July 1, 2013 – June 30, 2014

Russell L. Fry, Acting Executive Director

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An agency of the Department of Commerce
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EARL RAY TOMBLIN
GOVERNOR

Message from the Governor:

As Governor, it is my pleasure to present West Virginia's annual report on the Workforce Investment Act for program year 2014. Workforce Investment Act funding provides critical support for West Virginia workers, providing them with the skills needed for the jobs of today and tomorrow. In addition, continued assistance from the U.S. Department of Labor has played a key role in developing and implementing new programs to provide continued training and re-training opportunities for our state's workforce.

As we move forward with the continued development of our state's Marcellus and Utica shale resources, we are making every effort to support the employment opportunities of this emerging industry. Through the Job-Driven National Emergency grant, we are providing job coaching and on-the-job training, investing in our state's natural gas and construction industries.

Through the Coal Mining Mass Layoff National Emergency grant, Workforce West Virginia is providing retraining and re-employment services to dislocated coal miners and members of their families who have been affected by coal mine cutbacks and closures. This funding helps participants find new skilled career paths and long-term re-employment opportunities, especially in high-demand occupations. These retraining opportunities are also available through our state's community and technical college programs, which have seen a 57 percent increase in degrees over the past five years.

We recognize students are our future workforce, and it is important we are providing that workforce with the tools they need to succeed in the jobs we are creating for them. Recent studies show West Virginia will generate 30,000 new jobs each year through 2018, and nearly 60 percent of those jobs will require at least a two-year degree. Since 2007, West Virginia's community and technical colleges have implemented 133 new programs specifically tailored toward workforce development and training. Through a collaborative effort between WorkForce West Virginia and the West Virginia Department of Education, the two agencies launched a Simulated Workplace/Work Experience project, funded in part by a Workforce Investment Act Incentive grant. This is designed to assist students ages 15 to 19 with developing career and college readiness skills. These programs are vital to our state's future economic success.

I am pleased to report that over the past several years, West Virginia has realigned, strengthened and expanded its partnerships to focus more directly on an integrated effort involving workforce development. While we already have made significant progress, I look forward to our continued growth and success.

Sincerely,

Earl Ray Tomblin

Earl Ray Tomblin
Governor

A Word from the Acting Director:

On behalf of WorkForce West Virginia, I am pleased to provide you with our annual report narrative on the Workforce Investment Act for Program Year 2013 (PY13). Through expanded partnerships with state employers and economic development, WorkForce West Virginia's many accomplishments in the past year include the following:

- WorkForce West Virginia secured 43,012 job openings with 17,041 job orders. The increase is a direct result of successful cross training models for WorkForce West Virginia field staff and partners.
- WorkForce West Virginia served 114,520 job seekers, with 81,056 (71%) receiving staff-assisted services and 36,161 (32%) referrals to Workforce Investment Act (WIA) programs. Additionally, 44,669 (39%) customers were referred to employment opportunities.
- WorkForce West Virginia continues to expand marketing and online services that saw an average of 202,000 page views per month or 2.42 million by the end of June 2014.
- The West Virginia version of the Mid Atlantic Career Consortium (MACC) is the centerpiece for the State's comprehensive employment services case management information system. Job seekers that received staff service or referral in PY13 totaled 132,733 and 33,027 received self-services.
- More than 7,200 (19.5%) state employers have enrolled in the new online contribution reporting and payment service since it began in July 2012.
- The total number of WIA participants served was 11,591 (including self-service participants).
- WorkForce West Virginia issued a guidance notice to address West Virginia House Bill 4196-Customer Education/Higher Wage Employment.
- The Work Opportunity Tax Credit (WOTC) Unit continued to process applications throughout PY13 in hopes that the program will be reauthorized. All WOTC applications through December 31, 2013 have been processed and there is currently no backlog.
- WorkForce West Virginia implemented a drug testing policy in July 2012 and collected a total of 1,205 tests from July 1, 2013-June 30, 2014. We are pleased to report that we experienced less than a 1.0% failure rate during PY13.

WorkForce West Virginia appreciates the guidance and support of the United States Department of Labor as we continue to build a highly skilled and employable workforce.

Sincerely,

Russell L. Fry
Acting Executive Director

INITIATIVES, MILESTONES, AND ACHIEVEMENTS OF THE PROGRAM YEAR

Apprenticeship Team

WorkForce West Virginia has recognized an increase in the demand for Trade Apprenticeships. This demand will only continue grow due to the large increase in Oil and Gas activity in the State and its bordering states of Ohio and Pennsylvania. We have been proactive in continuing our strong relationship with the Trade Apprenticeship programs by offering continued assistance and advice in their recruitment activities. Further, WorkForce West Virginia is refocusing emphasis on the non-trade apprenticeship programs and has assembled a team to evaluate opportunities and growth in this area.

WorkForce West Virginia continues to improve the link to its website to market the apprenticeship program to its job seekers statewide. This link will allow participants to review fact sheets on the different crafts, trades, and opportunities available. Information on the apprenticeship program is available at www.workforcewv.org.

Broadband Technology Opportunity Program (BTOP) Grant

WorkForce West Virginia was the recipient of nearly $2 million in competitive grant funding from the United States Department of Commerce's Broadband Technologies Opportunity Program (BTOP) in 2010. The purpose of this grant was to modernize and convert the existing WorkForce resource centers in most field offices into Public Computer Centers (PCCs) throughout the state over a three year period. At each One-Stop location, this modernization effort includes:

- New personal computers equipped with Microsoft Windows 7 and Microsoft Office;
- Software for resume creation and keyboarding skills improvement;
- A high-speed Internet connection (over six times faster than the current connections);
- One multifunction printer that can scan to e-mail, copy, and fax;
- One dedicated Skype™ video-conferencing machine;
- One dedicated machine with specialized hardware/software for the disabled; and
- A publicly accessible Wi-Fi wireless network.

In addition to these technology upgrades, WorkForce West Virginia partnered with AARP to provide volunteers in many offices to assist job seekers in the PCCs. There were also grant-funded marketing efforts to enhance the visibility of the PCCs within the One-Stops. Although this equipment was provided for general public use, it was, and continues to be prioritized for WorkForce tasks such as job search activities, resume creation, KeyTrain preparatory work, and WorkKeys testing.

In a cooperative effort to leverage the resources provided by the grant, additional partners were added to the project in 2012. As a result, WorkForce West Virginia was able to provide public use equipment to many public libraries, National Guard sites, and Veterans Assistance centers across the state. Although this equipment can be used for any purpose, it is also being prioritized for job search and preparation activities. These locations largely target veteran and youth populations. The deployment of this new technology has resulted in new possibilities for job seekers at WorkForce resource centers. The program ended on September 30, 2013 and successfully provided for the installation of 500 new public use computers across the state.

Division of Corrections Initiative

The partnership between WorkForce West Virginia and the Division of Corrections (DOC), continues to strengthen as we work together to assist offenders in preparing for employment after release. WorkForce West Virginia continues to participate in DOC sponsored mock job interviews and job fairs and provides information on services available through the workforce system. Outreach also continues to the veteran population at half-way houses, those recently released, and those currently incarcerated to assist with overcoming barriers to securing employment or training.

During the 2013 West Virginia Legislative Session, a bill was passed that addresses prison overcrowdings in state correctional facilities. One part of this bill allows for nonviolent offenders to be released six months early into supervised release programs. With the expected influx of inmates being released, there has been additional outreach provided to staff in parole offices and day report centers in various areas of the state to increase awareness of services and offer job placement assistance.

As part of the above mentioned legislation, WorkForce West Virginia has worked with the Governor's Office and DOC on employment issues for released inmates. As a result, WorkForce West Virginia has developed a process for released inmates to become registered with WorkForce West Virginia and receive job search assistance. This process was presented to all parole officers and has been implemented statewide.

The Division of Corrections continues to use WorkForce West Virginia to conduct correctional officer testing in all WorkForce West Virginia Career Centers. This initiative has allowed the One-Stop delivery system to recruit and test applicants interested in becoming a Correctional Officers in a State Prison.

Drug Testing

On July 11th, 2012, WorkForce West Virginia issued Guidance Notice 15-12, and subsequently issued Guidance Notice, Change 1 on July 20th, 2012. The purpose of this policy was to provide guidance to local workforce investment boards and their operators regarding mandatory drug screening for Workforce Investment Act training-level participants.

Section 181(f) of Title I of the Workforce Investment Act (WIA) specifically provides states the authority to test and sanction WIA participants for the use of controlled substances. On April 24, 2012, the Governor of West Virginia signed Executive Order 8-12, charging WorkForce West Virginia to develop and implement a drug screening policy for Workforce Investment Act Title I training-level services.

Effective July 16, 2012, all participants that entered into training-level services funded by WIA Title I, individual training accounts and on-the-job training, were required to be screened utilizing urinalysis for the use of the following controlled substances prior to the beginning of training:

- Amphetamines
- Cannabinoids/THC
- Cocaine
- Opiates

- Phencyclidine (PCP)
- Benzodiazepines
- Propoxyphene
- Methadone
- Barbiturates
- Synthetic narcotics

A total of 1,205 drug screenings were completed during PY13. Less than 1% of these screenings resulted in a sanction.

Free Fidelity Bonding Program

WorkForce West Virginia, in conjunction with the U.S. Department of Labor, administers the Free Fidelity Bonding Program. Free Fidelity Bonding is a unique tool to help a job applicant obtain and keep a job. It is a business insurance policy that protects the employer from the risk of hiring the employee. It is a reassurance to the employer that the person hired will be an honest worker. The bond is given to the employer free of charge, serving as an incentive to hire a job applicant who is an ex-offender or has other risk factors in their personal background. Employers benefit from the work skills, abilities, and knowledge without the risk of potential employee dishonesty. Bond issuance instills confidence in job seekers who are experiencing difficulty in obtaining a job; proving they can be a productive worker.

House Bill 4196

On April 29, 2014, Workforce West Virginia issued Guidance Notice 01-14 in order to address West Virginia House Bill (H.B.) 4196, which was passed on March 7, 2014. West Virginia H.B. 4196 requires the Workforce Investment Council to provide information and guidance to local workforce investment boards that will enable them to better educate both women and men about higher paying jobs including jobs traditionally dominated by men or women. The U.S. Department of Labor defines nontraditional employment as those occupations where one gender comprises 25 percent or less of the total employment.

All local workforce investment boards must provide their customers with the following:

1. Current information about compensation for jobs and careers that offer high earning potential including jobs that are traditionally dominated by men or women;
2. Counseling, skills development and training opportunities that encourage both women and men to seek employment in such jobs;
3. Referral information to employers offering such jobs; or
4. Information regarding the long-term consequences, including lower social security benefits or pensions, of choosing jobs that offer lower earning potential and are traditionally dominated by women or men.
5. Current information about compensation for jobs and careers that offer high earning potential including jobs that are traditionally dominated by men or women;
6. Counseling, skills development, and training opportunities that encourage both women and men to seek employment in such jobs;
7. Referral information to employers offering such jobs; or

8. Information regarding the long-term consequences, including lower social security benefits or pensions, of choosing jobs that offer lower earning potential and are traditionally dominated by women or men.

Marcellus Shale

WorkForce West Virginia continues its partnership with education, labor, and industry leaders to increase the pool of prepared workers for the Oil and Gas production employment opportunities. We continue to participate with committees such as "Energy Speaks Education Committee" and the "Just Beneath the Surface Alliance". Fifty-six percent (56%) of the Individual Training Accounts (ITAs) issued in PY13 were in the Marcellus Shale Industry.

National Career Readiness Certificates

Employers need documentation of worker skills, and West Virginia is issuing the National Career Readiness Certificate statewide to provide measurable skill levels of workers. In partnership with the West Virginia Department of Education and West Virginia Career and Technical Colleges, WorkForce West Virginia has issued more than 54,500 WorkKeys® Career Readiness Certificates. WorkKeys® measures skills in the areas of Locating Information, Reading for Information, and Applied Mathematics-basic skills that are required in the workplace.

More than 115 West Virginia employers have used WorkKeys® as part of their hiring process. The WorkKeys® process helps employers save time by interviewing only applicants who have the skills required for positions. A WorkKeys® National Career Readiness Certificate can be used as a "plus" factor to help employers make selection and promotion decisions, and targets their training budget on employees with skill gaps.

West Virginia is now identified on ACT's Work Ready Community site (www.workreadycommunities.org). The site gives current and prospective employers an on-line tool to identify communities and counties that have National Career Readiness Certificates in their workforce.

On-line Marketing and Services

WorkForce West Virginia continues to expand marketing and services online. Our site has the highest traffic on West Virginia Department of Commerce's web platform. From July 1, 2013-June 30, 2014, the agency website at www.workforcewv.org had 2.42 million page views–an average of 202,000 page views per month. Website visitors spent the most time on our 'Find a Job' page. From July 1, 2013 to June 30, 2014, West Virginia employers posted over 17,000 job orders with WorkForce West Virginia resulting in over 42,000 positions on the online job searching database the MACC (Mid-Atlantic Career Consortium).

More than 7,200 (19.5%) state employers have enrolled in the new online contribution reporting and payment service since it began in July 2012.

The www.workforcewv.org homepage is updated each week with available middle-skill jobs open in the MACC system; as well as featured job openings in the Oil and Gas industry.

WorkForce West Virginia's Facebook (www.facebook.com/wvjobinfo) and Twitter (www.twitter.com/wvjobinfo) accounts are updated weekly with job openings that are posted with WorkForce West Virginia.

Workforce Investment Council Briefings

West Virginia's Workforce Investment Council (the Council) has been very active in workforce development in the State. The Council meets quarterly and had a quorum at every meeting in PY13.

During the program year, the Council heard from experts on several issues affecting West Virginia's workforce. Those briefings were the impetus for new initiatives such as:

- General Equivalency Diploma (GED)-Debra Kimber, GED Coordinator West Virginia Department of Education presented on the changes in West Virginia's GED program. West Virginia is converting to computer-based testing and will phase out the paper and pencil tests. More people pass the GED on a computer than with paper and pencil. Another emerging GED program is Option Pathway, which allows students to receive their GED and graduate with their high school class.
- Marcellus Shale-Jeff Green of WorkForce West Virginia presented a report on Economic Changes Related to Marcellus Shale Activity. An examination of employment and wages and the Marcellus Shale indicated the significant influence this industry is beginning to exert on the state's economy, as well as a movement towards a greater share of power generation by the gas industry sector.
- Youth-Reverend Matthew Watts gave a presentation on West Virginia's Looming Workforce and Economic Crisis - Gambling with West Virginia's Future. Senate Bill (S.B.) 611 was brought into discussion. This bill is set forth to "Develop a Special Community-Based Pilot Demonstration Project to Improve outcomes from At-Risk Youth in West Virginia." Dr. Phares of the Department of Education also works with S.B. 611 on targeting professional development to work in urban projects, the juvenile justice and retention systems. Nancy Exline, Commissioner of Bureau of Children and Families discussed the programs they have that involves most at-risk youth.
- H.B. 4196-Russell Fry gave a brief overview on what the bill included and the duties of the Council. The Council broke out into two groups: Training Group and Youth Group to discuss the main objectives of H.B. 4196 from both the employer side and the youth side. The purpose of the bill was to require the Council to provide information and guidance to local workforce investment boards that would enable them to better educate both women and men. A motion was carried to develop a form to be used throughout each region statewide.
- Department of Health and Human Resources (DHHR)-Paula Legg, Adult Oral Health/Vision Program Coordinator from DHHR gave a presentation on the Pre-Employment Dental/Vision Project to the Council. Since 2000, dental and vision services have been included to assist persons participating in this project to become "employable."

THE WORKFORCE INVESTMENT SYSTEM

Local Workforce Investment Regions

One of the goals of WorkForce West Virginia Career Centers is to offer job seekers and employers ready access to the many workforce development resources available in a local region. A brief description of the seven local Regions and the WorkForce West Virginia Career Centers follows:

- **Region One** consists of five comprehensive centers, one satellite centers, and one affiliate site. The Region One Workforce Investment Board oversees service delivery in this region which is comprised of 11 southeastern counties. The region, indicative of many areas of the state, is mountainous and rural, and is host to an assortment of industry sectors. Industries expecting growth through 2020 include amusement, gambling, and recreation; social assistance; ambulatory health care; professional services; and warehousing and storage.

- **Region Two** consists of one comprehensive center, one satellite center, and five affiliate sites. The Southwestern West Virginia Workforce Investment Board oversees service delivery in this region which is comprised of seven counties. Industries expecting growth through 2020 in this region include health care and social assistance, warehousing and storage, and professional services.

- **Region Three** consists of one comprehensive center and three affiliate sites, serving Kanawha County residents and those who have been displaced by Kanawha County employers. The region is mostly urban, but also has outlying rural populations. In years past, the region was economically driven by chemical plants, manufacturing, and coal. Although these industries are still a strong part of the Kanawha Valley, the number of these industry employers has dramatically decreased. As a result of this shift in the economic climate, currently the largest industry sectors in the area include the medical/hospital field, hospitality, retail, and a vibrant banking/financial industry.

- **Region Four** consists of one comprehensive center, three satellite centers, and two affiliate sites. Nine counties comprise a region of rural and urban population that includes the Ohio River as its western border. While health care is a significant industry in Region Four, and will continue to expand, other key parts of the economy include, professional services, social assistance, warehousing/storage, oil/gas extraction, as well as construction and plastics/polymers.

- **Region Five** consists of two comprehensive centers and one satellite center. Six counties comprise the area overseen by the Northern Panhandle Workforce Investment Board, Inc. Historically, the region has been heavily reliant on manufacturing, particularly steel products. These industries have been weakened by significant job losses over the years. However, the natural gas industry is expected to greatly help the region in its economic recovery. Other industries in the region expecting growth include health care, professional services, social assistance, and nonstore retailers.

- **Region Six** consists of two comprehensive centers, two satellite centers, and nine affiliate sites. The region is comprised of 13 counties in North Central West Virginia. Region Six consists of mostly rural areas, but contains sizeable municipalities as well. The dominant influences of the regional economy are an expanding oil and gas industry, as well as healthcare, leisure/hospitality and business services. In addition, the I-79 High Tech Corridor, home to the largest cluster of biometric and identity security firms, contributes to the region's economic strengths.

- **Region Seven** consists of two comprehensive centers. Eight counties are served by the Region Seven Workforce Investment Board. Region Seven offers a contrast of the rural in western counties and fast-paced urban growth of the eastern counties, part of the Washington D.C. Metropolitan Statistical Area. As the national economy continues its slow recovery from the recession, Region Seven is expected to add population and continue employment growth in health care and professional services, as well as leisure and hospitality.

WorkForce West Virginia Career Centers

Acquiring new and increasing the number of job openings is a vital component of West Virginia's strategic plan goal attainment. This requires collaboration with mandated partners to educate employers on available services and promotion of the Career Center. To that end, WorkForce West Virginia secured 43,012 job openings with 17,041 job orders in PY13. The increase is a direct result of successful cross training models for WorkForce West Virginia field staff and partners.

To further this initiative, each WorkForce West Virginia Career Center continues to enhance the job seeker experience to include resume development and employer testing services in the Public Computer Centers. In addition, staff will provide soft skills (interviewing, test preparation, etc.), career counseling/guidance, networking opportunities, job and apprenticeship referrals, and follow-up services. A value added service, ACT's National Career Readiness Certificate, is utilized to boost the placement opportunity. WorkKeys® testing was provided to 5,181 customers in PY13.

Early intervention strategies are in place for unemployment compensation claimants. In depth, in person interviews can begin at week four of the claim cycle applying the Reemployment Assistance and the Eligibility Review programs. Employability development plans that identify barriers and action/s to overcome are developed and referrals made to Career Center partners. Regional labor market information and local resource guides are distributed. Available job orders are reviewed and customers are referred to openings for which they qualify.

To achieve the Governor's vision for a skilled workforce that meets emerging employer needs in the Oil and Gas industry, the Career Centers refer job seekers to related technical training to expand the pool of prepared workers. Career Center staff relay fundamental job seeker data and contribute to the goals by serving on Councils or technical education committees. Further, the Career Centers are serving downstream employers who are experiencing substantial increases in their need for registered apprentices, construction workers, and service employees.

Based on the Employment and Training Administration (ETA) 9002A report ending June 30, 2014, WorkForce West Virginia served 114,520 job seekers, with 81,056 (71%) receiving staff-assisted services and 36,161 (32%) referrals to Workforce Investment Act (WIA) programs. Additionally, 44,669 (39%) customers were referred to employment opportunities during this period. These outcomes are realized through a fully cross trained labor exchange/unemployment compensation workforce who performs both functions.

Each Career Center offers a menu of both mandated and non-mandated partner services to every customer. WorkForce West Virginia met the negotiated labor exchange performance measures.

WorkForce West Virginia Collaboration and Partnering

The West Virginia Legislature has continued to work closely with the WorkForce West Virginia system during PY13. Legislators continually receive updates and information from various partners within the WorkForce West Virginia system via an oversight commission comprised of members from both the Senate and House of Delegates. In 2007, legislation passed consolidating the "State of the One-Stop System" report, and the "Funding Stream Report". This consolidation allows WorkForce West Virginia to identify all Workforce Development Training Funds within the state and how they may or may not be distributed throughout the One-Stop delivery system. WorkForce West Virginia continues to update the State of the State as appropriate.

The West Virginia Management Information System

The West Virginia version of the Mid Atlantic Career Consortium (MACC) is the centerpiece for the State's comprehensive employment services case management information system. The MACC had over 417,289 user logins and provided the following levels of service in PY13:

Employers	
Total Job Orders Posted	17,041
Cumulative Job Openings	43,012
Employers Receiving a Service/Posting an Order	5,702
Job Seekers	
Receiving a Staff Service or Referral	132,733
Receiving a Self-Service	33,027
Training Providers	
Providers Posting Courses	126
Courses Posted	1,011

In the past year, the MACC received several evolutionary system improvements. Some examples include:

- Created a Veterans program to help Disabled Veterans Outreach Program Specialists (DVOPS) track and manage their clients
- Added a Veteran Development Plan (VDP) to the Individual Employment Plan/Individual Service Strategy (IEP/ISS) module, eliminating a paper document and enabling better information sharing and coordination of services across programs
- Improved TAA obligation calculation and reporting

- Updated WIA, Wagner-Peyser, and TAA data extracts for E-DRVS

These new features and upgrades to existing functionality were implemented to facilitate performance improvements, increase accuracy, and support more efficient use by state and local workforce investment offices, training providers, educational institutions, partner agencies, and program clients.

INITIATIVES AND ACTIVITIES OUTLINED IN THE WIA AND WAGNER PEYSER ACT STATE STRATEGIES PLAN TO IMPROVE PERFORMANCE

WorkForce West Virginia was granted a waiver several years ago that permitted the state to replace the performance measures at WIA Section 136(b) with the common measures. West Virginia continues to rely on the MACC system to capture and track all information related to program performance. The collection of real-time data provided comprehensive, integrated labor market, workforce and economic development information. This allowed decisions to be made based on real-time data and facts based on a regional perspective.

State performance staff requires the local workforce investment boards (LWIBs) to submit quarterly fiscal and programmatic reports for comparison against the planned outcomes and goals identified in the West Virginia State Strategic Plan. Any concerns of significance were forwarded to the LWIBs for discussion and/or corrective action.

Strategic Plan Goal Updates

Goal One-Develop a workforce that is responsive to changing economic conditions through nimble and effective workforce training programs that will increase work readiness certifications statewide by 20 percent.

To determine the progress of WorkKeys Career Readiness Certificates, the following numbers were used:

- Certificates Issued Through 6/30/12- **36,478**
- Certificates Issued Through 6/30/13- **43,244**
- Certificates Issued Through 6/30/14- **48,425**

WorkForce West Virginia is on track to meet the 20% goal increase.

Goal Two-Develop a broader pool of appropriately prepared natural gas support and downstream industry workers in West Virginia to take full advantage of economic opportunities in the emerging Marcellus Shale industry by working with primary education, Career and Technical Centers, and Community and Technical Colleges to develop statewide curriculum to meet industry demands.

WorkForce West Virginia continues its partnerships with education, labor, and industry leaders to increase the pool of prepared workers for the Oil and Gas production jobs. We continue to participate with committees such as Energy Speaks Education Committee and the Just Beneath the Surface Alliance.

Local and regional action groups have been developed to implement strategies to create the following:

- A proactive and cohesive approach to prepare for employment opportunities in the industry particularly for a cracker facility and related construction;
- Resource guides to assist in recruiting; and
- An analysis, along with the Department of Education, of workforce needs in order to strengthen our partnership with the registered apprenticeship programs.

Industry	Training Started in- PY12	PY13
Construction Laborers	59	71
Continuous Mining Machine Operators	1	1
Heavy and Tractor-Trailer Truck Drivers	416	402
Industrial Machinery Mechanics	3	2
Operating Engineers and Other Construction Equipment Operators	58	70
Pipe Fitters and Steamfitters	1	1
Registered Nurses	1	1
Roustabouts, Oil and Gas	2	1
Welders, Cutters, and Welder Fitters	44	54
Emergency Medical Technicians, and Paramedics	1	-
Business Operations Specialists, All Other	1	-
Chefs and Head Cooks	1	-
Licensed Practical and Licensed Vocational Nurses	1	-
Medical Records and Health Information Technicians	-	1
Grand Total-	**589**	**604**

49.3% of Individual Training Accounts (ITAs) issued in PY12 and 56% of ITAs issued in PY13 were in the Marcellus Shale industry. WorkForce West Virginia has exceeded the goal target of referring 200 individuals per program year.

Goal Three-Promote technical training and education among students and job seekers to adequately prepare West Virginia workers for a highly technical work environment. In collaboration with Community and Technical Colleges (CTCs) and Career and Technical Education centers (CTEs), the state will increase the number of people receiving technical training by 10 percent. This will be tracked through cooperation with the CTCs and CTEs.

Workforce West Virginia and the West Virginia Department of Education are collaborating on a Simulated Workplace/Work Experience project funded in part by a WIA Incentive grant. The project utilizes West Virginia business and industry feedback, in addition to integrating effective strategies for facilitating the learning of CTE students via the Simulated Workplace initiative. Simulated Workplace will assist high school students, ranging from fifteen to nineteen years old, with developing career and college readiness skills.

During PY13, there were approximately 291 individuals from the simulated workplace program enrolled in MACC. In regards to four year college degree program vs. one-two year technical

certification programs, customers preferred short term training programs so they could enter the workforce more quickly.

Goal Four-To ensure job development and workforce readiness is a priority throughout West Virginia, the state will increase the number of credentials awarded through Individual Training Accounts by ten percent for Adults and Dislocated Workers.

Data reports from our state MIS compares credential outcomes for ITA's below:

Type of Credential	PY12	PY13
HS Diploma or GED	70	41
Occupational Skills Certificate	144	215
Occupational Skills License	30	149
AA or AS Degree	20	7
BA or BS Degree	8	2
Other	0	3

The number of credentials for PY13 increased by 53.3%.

PROGRAMS, INITIATIVES, AND STRATEGIES FOR SERVING YOUTH

Workforce West Virginia and the West Virginia Department of Education have partnered to deliver Simulated Workplace. West Virginia business and industry have been utilized to provide feedback, in addition to integrating effective strategies for facilitating the learning of career and technical education (CTE) students via the Simulated Workplace initiative. Simulated Workplace assists high school students, ranging from 15 to 19 years old, with developing career and college readiness skills. While enrolled in the Simulated Workplace program, students are required to maintain a portfolio documenting academic growth, job performance, projects completed, industry credentials, safety certificates, resume, and computer literacy skills.

The objectives of the Simulated Workplace initiative integrates numerous components of the WorkForce Investment Act, as well as supports career and technical education students by emphasizing strong business and industry partnerships which guide authentic workplace learning. The overall structure of the Simulated Workplace initiative is governed by a set of objectives and protocols to assure consistency and quality within the local implementation. The objectives and protocols are:

1. Academic Growth-With the annual completion of high school seniors, they will complete a pre/post WorkKeys® exam in the areas of mathematics, reading literacy, and locating information.
2. Business Processes-With the annual completion of the project, students will have a better understanding of business ethics, communication skills, professionalism, and customer service.
3. Career and College Readiness-With the annual completion of the project, students will have been exposed to a variety of employable skills, which include:
    a. resume/application writing
    b. computer literacy

c. technical writing
d. OSHA/Safety training
e. leadership and team work experience
f. recognized industry certifications and credentials

4. Collaborative Partnerships-With the annual completion of the project and each year thereafter, collaborative partnerships will be established and updated as needed to expand and enhance the services to students.

Through collaboration between the Simulated Workplace initiative and WorkForce West Virginia, students across 26 counties have been served and better prepared to meet the demands of West Virginia's business and industry employers. Expanding the relationship between the West Virginia Department of Education's Simulated Workplace initiative and the WorkForce West Virginia Office, students experienced:

1. A transformed career and technical education learning environment with business/industry and higher education partnerships that will ensure they are prepared for career and college demands;
2. An understanding and knowledge of ethics, work place processes and behavior integral to successful employment (*business and industry partnerships will assist students in locating potential job placement*); and
3. Enhanced basic skills through the use of computer modules (WIN/Key Train) as well as hands-on job skill training which integrates reading, writing, mathematics, critical thinking, problem solving, responsibility and ethics into everyday workplace training.

An essential component of the Simulated Workplace initiative is the creation of technical business teams composed of industry experts from West Virginia companies that represent a wide-variety of technical areas and experience. These teams conduct onsite evaluations focusing on workplace procedures, expectations and protocols in place that reflect the realities of an actual working environment. Each business team's role is to review and rate each Simulated Workplace site in a manner similar to how the Health Department rates restaurants. These business teams also critique the curriculum, interview instructors and students; rate the classroom work environment, safety procedures, and general business procedures and processes. During this process, WIA students are exposed to actual West Virginia employers, as well as given the opportunity to demonstrate their skills first hand.

Simulated Workplace includes a strong dissemination component with documented implementation processes to serve as a consortium model for replication by other states. A dissemination of an operational manual and website covering the objectives and protocols of the project are being developed for sharing with other states interested in incorporating Simulated Workplace sites to assist students in developing true career and college ready skills.

WorkForce West Virginia allocated incentive grant funds to each of the seven Local WorkForce Investment Boards to create and expand summer employment and work experience opportunities for eligible WIA youth ages 16 to 21. The funds are allocated based on regular WIA funding formula allocations.

Work experience is an essential element in preparing WIA eligible youth for transition to adulthood and sustainable employment. It provides the WIA eligible youth with opportunities for career exploration and skill development. Potential benefits for youth participants and the communities they service include:

- Gaining career readiness skills including the "soft skills" that employers look for in entry level workers;
- Acquiring real-world work experience;
- Increasing knowledge of specific occupational skills and workplace settings;
- Developing an understanding of different occupations in order to make informed career choices;
- Improving interpersonal communication skills;
- Achieving a greater understanding of financial management;
- Receiving career choice advice and educational guidance;
- Establishing a work history and connections with employers that can aid in future job searches; and
- Gaining an excellent addition to resume for future jobs or college applications.

In addition, research studies suggest that work-based learning may increase school attendance, decrease dropout rates, reduce school suspensions, and increase school engagement. One study found students who participated in work-based learning were more likely to attend college or go to work compared to their peers. Due to these afore mentioned benefits, WorkForce West Virginia believes this program will strengthen the state's ability to improve literacy levels, increase employment, and increase transitions to further education and training, and/or improve technical and academic skills.

Simulated Workplace Accomplishments July 1, 2013-June 30, 2014:

- Trained 91 Business and Industry Inspectors
- Completed over 80 onsite inspections
- Added 146 new sites for a total of 230 sites
- 239 Youth were placed in paid summer work experience
- Semi-annual reports have been developed for each company to assist with developing improvement plans
- Conducted small group trainings for more one-on-one instruction with teachers
- Students have been working through their skill sets and curriculum to successful achieve industry recognized credentials as well as drug free credential

PROGRAMS, INITIATIVES, AND STRATEGIES FOR SERVING VETERANS

WorkForce West Virginia has successfully implemented the Department of Labor/Veterans Employment and Training Services "Refocus" of the Jobs for Veterans State Grant and is ranked number one in the Philadelphia Region by the U.S. Department of Labor Veterans Employment and Training. WorkForce West Virginia has hired additional Disabled Veterans Outreach Program Specialists in order to perform outreach to find and provide intensive services to eligible veterans with significant barriers to employment. Through the provision of intensive services these veterans

gain long term sustainable employment. This initiative has changed the flow of veterans in the WorkForce West Virginia Career Centers and the job ready veterans are served by the Wagner-Peyser Interviewer in their search for work. All of WorkForce West Virginia's employees are representatives for the veterans and provide priority of service to the veteran.

WorkForce West Virginia participated in the Off Base Transition Training, a pilot program, consisting of a comprehensive workshop lasting three days. Professionally-trained facilitators covered topics including finding employment, translating military skills to work skills, answering tough interview questions, navigating the web, and effectively using social media in job searches. It was open to current and former armed forces members and their spouses to assist in their transition from military to civilian life.

WorkForce West Virginia continued to be a partner in the West Virginia Military Connection Network to provide one comprehensive place where veterans could go to receive assistance with any issues. This allowed WorkForce West Virginia to provide outreach and assistance to veterans who would not have known about our service for veterans otherwise.

WorkForce West Virginia has executed the Gold Card Initiative by providing unemployed post-9/11 era veterans with intensive and follow-up services needed to succeed in today's job market. West Virginia has developed a process of Gold Card identification at the point of entry, a process for the flow of the veterans in the Career Center, services to be provided and recorded, and an employability development plan. Gold Card veterans that are in need, receive enhanced intensive services by the appropriate staff members who keep in contact with the veteran using a case management delivery system. WorkForce West Virginia uses an automated mailing system to send follow up letters each month until the end of the six month follow up period or until the veteran becomes employed, whichever occurs first.

SPECIAL PROJECTS

HCTC Gap Filler Grant III Project-WV-15

The Trade Adjustment Assistance (TAA) Reform Act of 2002 (Trade Act) created a Federal tax credit, the Health Coverage Tax Credit (HCTC) which subsidizes private health insurance coverage for individuals in the TAA program identified as eligible Trade Act and Alternative/Reemployment Trade Adjustment Assistance (ATAA/RTAA) recipients, as well as, Pension Benefit Guaranty Corporation (PBGC) retirees who draw a pension from the PBGC. Eligible participants could receive a 72.5 percent reimbursement of their private health insurance premiums for up to three months, allowing continued coverage until their Federal IRS-HCTC benefits are approved. The Gap Filler Grant III was effective May 1, 2011 and scheduled to end October 31, 2012; however, USDOL requested West Virginia assist Ohio RG Steel workers with 72.5 percent of their Health Care Premiums which extended the HCTC Grant until December 31, 2013 and added $1,200.000 to serve an additional 500 participants (Ohio TRA/PBGC Eligible). As of December 31, 2013 this grant had processed 896 West Virginia and Ohio participants processing Healthcare Premium payments totaling $1,252,556.00. The HCTC Program officially ended 12/31/2013.

National Emergency Grants

WorkForce West Virginia has been awarded a variety of National Emergency Grants (NEGs) from the U.S. Department of Labor (USDOL) ranging from various disaster grants for clean-up activities performed in various areas of the state following severe storms and flooding, a job-driven grant for employing long-term unemployed, and a mass layoff grant to provide services to a large number of dislocated workers impacted by the major downsizing in the coal industry statewide. USDOL has recognized West Virginia's Statewide Coal Mining NEG as best practices NEG considering its success in the number of coal miners and displaced homemakers that have accessed training services through the NEG and obtained employment. More detailed information regarding each NEG is outlined below:

- West Virginia Statewide Coal Mining NEG-In June 2012, the State of West Virginia was awarded a $1.8 million grant in National Emergency Grant funds from the U.S. Department of Labor to be administered at the state level by WorkForce West Virginia for providing reemployment/retraining services to the large numbers of coal miners impacted by mass layoffs and mine closures. On April 28, 2014, West Virginia was awarded a supplemental funding in the amount of $5.6 million for the West Virginia Statewide Coal Mining National Emergency Grant from USDOL. The supplemental grant award provides additional funding as well as a grant period time extension through June 30, 2016, which will allow for the continued provision of reemployment/retraining services to the large number of coal miners impacted by mass layoffs and mine closures in West Virginia. WorkForce West Virginia will continue contracting with the United Mine Workers of America Career Center (UMWACC), located in Beckley, West Virginia, serving as the project operator for the delivery of services to the affected miners and displaced homemakers as they have been successful in administering the West Virginia Statewide Coal Mining NEG by building upon their history of providing services to the coal mining population.

  The original grant terms targeted serving approximately 200 dislocated coal miners and displaced homemakers initially in Southern West Virginia (Regions 1 and 2), as this has been the largest area of the state impacted. However, the grant has been approved to expand to serve dislocated coal miners statewide in the event of future layoffs. USDOL approved the NEG modification to serve an additional 500 dislocated coal miners and displaced homemakers statewide. The projected number of workers impacted and planned to be served through this grant is based upon Rapid Response Activities, WARN Notices, and Unemployment Compensation records. The approximately 700 dislocated coal miners to be served through the NEG were identified from affected employees listed on WARN Notices and individuals identified through Unemployment Insurance (UI) reports. Therefore, all of these identified impacted workers were invited to attend Rapid Response Informational Meetings with employment separation dates from March 1, 2012 to the present. With the large number of mine closures and subsequent layoffs that have already occurred and the projection that there will be on-going permanent downsizing statewide in the mining industry, the intent of the Coal Mining Mass Layoff NEG is to provide a variety of training programs that will refocus this target population on new career paths outside of the mining industry and long-term reemployment opportunities.

Through close coordination with WorkForce West Virginia, the UMWACC offers a comprehensive package of unique services for both union and non-union dislocated coal miners. Their project design will enhance the normal core, intensive, and training services offered through WIA funds for dislocated workers to focus on:

- Targeted recruitment efforts
- Quality case management services combined with peer support activities
- Collaborative approaches in providing a combination of classroom occupational skills training
- Coordination of training programs with the State Universities and Community and Technical Colleges and various other training providers to meet the specific needs of the NEG participants

- Job Driven (JD) National Emergency Grant-In May 2014, the State of West Virginia applied for a Job Driven National Emergency Grant funded by the USDOL to be administered at the state level by WorkForce West Virginia that will provide Job Coaching, OJTs, and ITAs with focus on West Virginia's Oil and Gas and Construction Industries while offering reemployment/retraining services. On June 26, 2014, USDOL announced the State of West Virginia will receive funding in the amount of $6.1 million for the Job Driven National Emergency Grant. The period of performance for West Virginia's JD NEG is July 1, 2014-September 30, 2016. The JD NEG will offer the following services to eligible participants:
  - Job Coaching-WorkForce West Virginia, through the JD NEG, will partner with Wagner-Peyser and the Jobs for Veteran's State Grant (JVSG) to enhance current services by providing job coaching combined with intensive case management activities to long-term unemployed individuals. In order to provide intensive services, the employment program interviewers will:
    - Identify those persons who meet the defined eligibility criteria
    - Screen the individual for eligibility using online database tools
    - Assess the individual using approved assessment tools
    - Provide intensive services designed to assist in preparing the individual for long-term sustainable employment
    - Assist in the job placement of the individual

    Services also will be customized to meet the needs of the long-term unemployed which may include development of learning skills, communication skills, interviewing skills, punctuality, personal maintenance skills, and professional conduct. Furthermore, principles of group dynamics will assist selected applicants who have previously experienced difficulties in obtaining or maintaining employment.

  - On-the-Job Training (OJT)-WorkForce West Virginia will collaborate with other agencies statewide to develop and build on existing OJT partnerships with employers in the Oil and Gas Industry and Construction Industries within the region in which they are located.
    - $2 million available for JD NEG OJT contracts

- JD NEG OJT funding will serve 200 participants who meet eligibility criteria and complete the eligibility determination process
- OJT contracts will be written up to $10,000, 1,040 hours, or 6 months (whichever occurs first)
- JD NEG participants have the opportunity to receive OJT training with a goal of each participant receiving permanent employment with the contracted OJT employer

➢ Individual Training Accounts (ITAs)-WorkForce West Virginia will collaborate with other agencies statewide to offer training services for JD NEG participants in a demand occupation.
- $1 million available for JD NEG ITA contracts
- ITA contracts up to $5,000
- JD NEG ITA funding will serve 200 participants who meet eligibility criteria and complete the eligibility determination process
- JD NEG ITA participants will choose a training program in a demand occupation

- Hurricane Sandy NEG-Hurricane Sandy caused severe damage in North-Central West Virginia during the weeks of October 29 through November 15, 2012. Damage included downed trees across roads and in public parks, streams and campgrounds covered with debris, and severely damaged community centers. On November 27, 2012, the Federal Emergency Management Agency (FEMA) published Disaster Declaration (DR-4093) for Barbour, Boone, Braxton, Clay, Fayette, Kanawha, Lewis, Nicholas, Pendleton, Pocahontas, Preston, Raleigh, Randolph, Taylor, Tucker, Upshur, Webster, and Wyoming Counties. As WorkForce West Virginia administers NEGs for the State of West Virginia, WorkForce West Virginia contacted LWIBs, county and city governments, and determined there was a need for disaster clean-up activities in the aforementioned FEMA-declared counties. WorkForce West Virginia submitted an initial application for the 2012 Hurricane Sandy Disaster NEG Grant to USDOL. The State of West Virginia, as represented by WorkForce West Virginia, requested this NEG for $300,000 to serve 31 participants who would perform temporary work activities in cleaning up debris and restoring public areas.

  In December 2013, WorkForce West Virginia received an additional $242,000 for continued clean-up activities in public areas of Upshur, Barbour, Preston, Tucker, and Webster Counties that were affected by the Hurricane Sandy storm in October 2012. The additional funding and extension of the Hurricane Sandy NEG through June 30, 2014 continued temporary employment opportunities for eligible dislocated workers in the affected areas.

- 2013 Severe Storm/Flooding NEG-On June 13, 2013, the FEMA published Disaster Declaration (DR-4132) for the West Virginia counties of Roane and Mason. As WorkForce West Virginia administers NEG grants for the State of West Virginia,

WorkForce West Virginia contacted FEMA, the State Office of Emergency Services, LWIBs, county, and city governments and determined there was a need for disaster clean-up activities in the FEMA-declared Roane County and submitted to the USDOL an initial application for the 2013 Severe Storm/Flood NEG grant. Upon receipt of the 2013 Severe Storm/Flood NEG award of $250,000 from USDOL, WorkForce West Virginia decided to solicit for Requests for Proposals (RFPs) through a standard RFP/procurement award process seeking possible service providers to serve as project operators, such as local community agencies, that WorkForce West Virginia could possibly contract with to hire and supervise the temporary workers who would perform the severe storms/flood disaster clean-up activities in the FEMA-declared counties. Through this RFP process, Human Resource Development Foundation (HRDF), a private non-profit agency based in Morgantown, West Virginia, was selected to serve as the project operator for this NEG. The 2013 Severe Storm/Flooding NEG project has provided assistance with clean-up activities at areas affected by the June 2013 Flooding. On September 30, 2014, USDOL approved a modification requesting a period of performance extension for the 2013 Severe Storm/Flooding NEG through March 31, 2015.

During a WorkForce West Virginia on-site project monitoring visit in June 2014, HRDF addressed the need for additional clean-up activities in areas of Roane County that were affected by the severe storm and flooding in June 2013. HRDF identified ten additional worksites in the southern and northern parts of Roane County where debris remains and clean-up is needed to prevent future damage from occurring. WorkForce West Virginia requested an extension and supplemental funding for continued clean-up activities in the areas of Roane County that were affected by the June 2013 flooding. The request was justified by evaluating the need through contact with city and county officials and by reviewing the information presented by HRDF. WorkForce West Virginia has received letters of support/gratitude for this project from city and county officials in Roane County as this county is a rural area with limited resources for disaster clean-up activities. The supplemental funding in the amount of $203,940 and the time extension through March 31, 2015 will allow clean-up in areas of Roane County that are in need to continue in order to prevent future flooding issues.

WORKFORCE INVESTMENT ACTIVITIES AND ANALYSES

Performance, Participant and Cost Analysis

As evidenced by the annual report, West Virginia exceeded the negotiated performance standards for PY13 in the following areas: Adult Average Earnings, Adult Employment Retention, Dislocated Worker Entered Employment, Dislocated Worker Employment Retention, Youth Placement in Employment or Education, Youth Attainment of Degree or Certificate, and Literacy and Numeracy. West Virginia is starting to see increased activities in employers' hiring activities in the construction, educational and health services, leisure and hospitality, government, and professional and business occupations. Thus, WorkForce West Virginia staff will continue to closely monitor issues of performance and service delivery throughout PY14.

During PY13, the total number of WIA participants served was 11,591*. The total amount of WIA funds expended was $11,898,955. This yields an average cost per participant of $1,027. The following is pertinent data by funding stream:

WIA Adults Served*	8,410
WIA Dislocated Workers Served	2,011
WIA Total Youth Served	1,170
Total Number Served	11,591

** Includes self-service participants*

WorkForce West Virginia performance staff continually monitored for issues and opportunities related to improving performance within the workforce system. WorkForce West Virginia provided the local regions preliminary reports for each quarterly and annual report so that staff could review the data not only to ensure accuracy, but to address cases where data was missing. This is in addition to the tools already provided to the LWIBs (i.e. error reports and the existing MACC performance reports to which they have access). For participants served under WIA Adult and Dislocated Worker programs, ongoing analyses determined the benefits associated with particular types of services.

One analytical tool employed was a comparison of the benefits for those receiving training services versus those receiving only core and intensive services. Using the standard WIA performance measures for Adults and Dislocated Workers as a means for analysis, a significant increase was noted in almost all of the outcomes for those receiving training services.

Measure	Received Training Services	Received Only Core and Intensive Services
Adult Entered Employment	84.3%	64.3%
Adult Employment Retention	88.1%	83.3%
Dislocated Entered Employment	87.4%	85.3%
Dislocated Employment Retention	92.9%	92.4%

When comparing this data with previous years, WorkForce West Virginia observed a trend that clearly indicated the increased benefits derived from training services. Many West Virginians who received workforce services were confronted with the obstacle of transitioning from more traditional employment in manufacturing and related industries to new economy opportunities in service, healthcare, and other market segments requiring different skill sets. These individuals certainly benefited from training opportunities. The need for training services was reflected in the high percentage of individuals who participated in WIA programs and received training.

Further examination of the training opportunities provided indicated the segments of the economy where Adult and Dislocated Worker program participants pursued employment. Among the highest ranking occupations in terms of Individual Employment Plan (IEP) goals were: truck drivers, licensed practical nurses (LPNs), medical assistants, registered nurses (RNs), and medical records technicians. This reflected a shift toward healthcare and other careers that are part of the new economy.

Fiscal and Program Monitoring

Financial management and program operations reviews of workforce investment activities related to the statewide system continued to be conducted annually on the seven workforce investment boards, as well as, the National Emergency Grant (NEG) project operators, American Recovery and Reinvestment Act (ARRA), West Virginia Growing Renewable and Efficient Energy Utilizing Partnerships (West Virginia GreenUp) Grant sub-grantees. The reviews were conducted to evaluate activities to determine their compliance with federal regulations. The reviews were also conducted to evaluate fiscal solvency and accuracy. Work papers developed by state staff enabled reviewers to document specific information obtained from office staff for evaluation. Other related materials were also examined and office staff activities were observed for determining execution effectiveness. The results were then reported.

The financial management portion of the on-site visits was designed to determine if expenditures were made against the appropriate cost categories; if they were within the cost limitations specified; if there was compliance with other provisions, regulations, and applicable laws; and to provide technical assistance as needed and appropriate. Other activities included assisting with correction of financial transactions; assisting with design and compliance; and budgeting process design and control.

The program operations portion of the on-site visits included state staff verifying and validating performance data prior to federal reporting by checking the accuracy of a sample of computerized records and comparing keyed entries against the original source(s). On-site visits also included reviews of WIA participant files, Workforce Investment Board and Youth Council memberships, and equipment/inventory systems procedures to determine their compliance with federal provisions, regulations, and other applicable laws and to provide technical assistance as needed. WorkForce West Virginia continued to be committed to continuous improvement of its information and data systems and ensuring the integrity of program operations. Program goals and progress toward meeting and/or exceeding performance standards were reviewed.

Comprehensive and thorough reviews documented effective practices being used by the state workforce system and identified training and/or technical assistance needs of staff. Evaluations resulted in establishing and implementing methods for continuous improvement in the efficiency and effectiveness of the statewide workforce investment system and improving employability for job seekers and competitiveness for employers.

WorkForce West Virginia staff provided an overview of the results and recommendations of the evaluations during exit meetings with Workforce Investment Board directors and staff. Compliance findings required submissions of corrective action plans that offered solutions.

In addition to the monitoring reviews, WorkForce West Virginia conducted meetings and/or site visits with LWIBs, NEG project operators, and ARRA GreenUp sub-grantees to provide additional technical assistance.

WAIVERS

West Virginia participated in a project to learn how states and local areas have implemented waivers of statutory and regulatory requirements established in the WIA to serve the workforce needs of their local populations. This study was conducted by Mathematica Policy Research on behalf of DOL. In recent years, DOL awarded more than 400 waivers to all 50 states and several territories. The ETA, which sponsored this study by using ARRA funds, was particularly interested in eight of the 56 waiver types, including those related to spending for on-the-job training, incumbent worker training, youth training programs, and customized training. The project examined how waiver implementation—which often resulted in the shifting of resources from one funding category to another—affected the services that were delivered, workforce system outcomes, and participant outcomes, both at a general level and in-depth.

During our last Comprehensive Review from DOL, WorkForce West Virginia received favorable comments on utilizing its OJT and ITA for Older Youth Waivers. Documentation revealed that Workforce Investment Board's utilization of waivers changed the activities.

West Virginia received notification from DOL on April 30, 2013 approving the State Modified Plan. The WIA, Wagner-Peyser, and TAA portions were approved for the period July 1, 2012-June 30, 2017 and included six waivers:

Replace the Performance Measures at WIA Section 136(b) With the Common Measures
The waiver-facilitated system integration and streamlined and simplified the performance accountability system. Placing a focus on integrated service and reporting only Common Measures reduced redundancies and lessened the burden of reporting 15 core measures and two satisfaction measures. A move to Common Measures allowed program staff to focus on providing quality services to employers and individual job seekers, rather than concentrating on an unwieldy methodology for tracking and reporting performance. Common Measures provided for accountability, improved program management, and reduced associated costs.
The Workforce Investment Act established 17 indicators of performance under Section 136(b). By minimizing the different reporting and performance requirements, common measures fostered integration of service delivery, reduced barriers to cooperation among programs and enhanced the effectiveness of the workforce system. The common measure waiver simplified and streamlined the performance accountability system.

The essential benefit to common measures was a simplified and efficient performance measures system. The waiver resulted in a cost-effective and understandable methodology for partners and service providers to understand. The waiver also reduced paperwork and staff time associated with data collection, analysis, and reporting. Having an integrated system provided a more useful tool for administrative purposes and led to better coordination among partner programs serving the public.

Utilize Individual Training Accounts (ITAs) for Older Youth Program Participants

WorkForce West Virginia requested a waiver to allow continued flexibility in utilizing youth funds to provide training services while retaining the limited adult funds to be used for adult training services. It increased efficiency and customer choices for older youth. The workforce development system offers a full array of services to older youth that benefited them in the decision-making processes, such as choosing a rewarding career in health care, law enforcement, or the oil and gas industry. The use of the waiver focused on the following goals and outcomes:

- Created additional opportunities for older youth who were unemployed or underemployed and desired to improve their skills for full-time employment.
- Increased older youth usage of the workforce system to secure training with educational institutions.
- Maximized the flexibility of the state to respond to local needs and to ensure the training needs of business and older youth were met.

Increase Employer Reimbursement for On-the-Job Training

WorkForce West Virginia requests a waiver to allow a sliding scale for reimbursement to employers utilizing an approved on-the Job Training (OJT) contract. The waiver will support an increased use of OJTs and help program participant's move into good jobs. The request is to utilize a sliding scale of reimbursement to the employer of up to 90 percent of the wage rate and extraordinary cost as defined by the law.

The sliding scale increased employer participation in OJTs and increased the training opportunities for WIA participants. WorkForce West Virginia issued policy guidance regarding implementation of the sliding scale which will adhere to the principles of training workers in high-demand, higher skill, and higher wage occupations.

Fund Transfer Authority

This waiver permits local areas to transfer up to 50 percent of a program year allocation for Adult employment and training activities, and up to 50 percent of program year allocations for Dislocated Worker employment and training activities between the two programs. The waiver provides LWIBs the ability to better respond to changes in the economic environment and the local labor market. Resources are channeled to the population with the greatest need. The Transfer Authority waiver empowers local boards to be more responsive to the volatile economic climate.

Granting authority to transfer funds between Adult and Dislocated Worker programs provides the flexibility for improving the statewide workforce investment system. This allows the state to better manage resources in response to the needs of the workforce. This flexibility provides the best use of resources as the state strives to meet the growing demands of the employer community.

Extend the Period of Initial Eligibility for Training Providers on West Virginia's Eligible Training Provider List (ETPL)

This waiver allows training providers to offer continuous, uninterrupted service to WIA customers. WIA customers have the ability to choose their training providers and access training services in their local WIA area with the highest degree of informed customer choice possible. The primary goal of this waiver is to ensure that the increasing numbers of adult and dislocated workers had a

system that offered training options, which ensured maximum customer choice. The number of providers on the ETPL (137) allowed participants to choose the best possible program and provider to enhance skills and further their education and career goals.

Customized Training–Employer Contribution

This waiver requires a 50 percent employer contribution for customized training permitting the use of a sliding scale for the employer contribution based on the size of the business. Under the waiver, the following sliding scale is permitted:

- No less than a 10 percent match for employers with 50 or fewer employees, and
- No less than a 25 percent match for employers with 51 to 250 employees. For employers with more than 250 employees, the current statutory requirements (50 percent contribution) continue to apply.

The state and local area may provide customized training to individuals over age 18 with WIA Adult funds and must provide priority to low-income individuals when funds are limited; the state and local area may provide customized training to Dislocated Workers with WIA Dislocated Worker funds. Customized training provided with statewide funds must serve WIA eligible individuals. The sliding scale increases employer participation in customized training and increases the training opportunities for workers to upgrade their skills within the workplace. WorkForce West Virginia issued policy guidance regarding implementation of the sliding scale, which adheres to the principles of training workers in high-demand, higher skill, and higher wage occupations within the workplace.

West Virginia has not requested any additional waivers since receiving guidance (TEGL 3-14) regarding the President's Job-Driven elements. However, we feel that all current waivers do advance these elements. We will continue to evaluate all current waivers during PY14 and will also demonstrate how any newly requested waivers will advance Job-Driven elements in West Virginia.

CUSTOMER SATISFACTION MEASURES

Since the implementation of the WIA, WorkForce West Virginia has collected customer information through the Customer Satisfaction Survey designed for both jobseekers and employers.

In PY13 WorkForce West Virginia used the telephonic methodology to select potential participants for the surveys. Participants are selected on a quarterly basis. A survey is considered complete when valid answers are provided by participants for each of the core questions outlined by the Employment and Training Administration.

Examples of the questionnaire are listed below:

1. Utilizing a scale of 1 to 10, where a "1" means "Very Dissatisfied" and "10" means "Very Satisfied", what is your overall satisfaction with the services provided from WorkForce West Virginia?
2. Considering all the expectations you may have had about the services, to what extent have the services met your expectations? A "1" now means "Falls Short of Your Expectations" and "10" means "Exceeds Your Expectations."

3. Now think of the ideal program for people in your circumstances. How well do you think the services you received compare with the ideal set of services? A "1" now means "Not Very Close to the Ideal" and "10" means "Very Close to the Ideal."

For PY13, there were a total of 1,000 jobseekers and employers that were provided the Customer Satisfaction Survey. A response of 69% for jobseekers and 82% for employers has been recorded.

Research has shown that when a person is satisfied with a service they are likely to share their experiences with five or six other people; but on the other hand, dissatisfied customers are likely to tell another ten people about their experiences.

STATUS OF STATE EVALUATION ACTIVITIES

WorkForce West Virginia is conducting a pilot evaluation for a LWIB that was awarded additional funds to provide training to participants on their ITA Waiting List. WorkForce West Virginia, upon exit of the participants, will evaluate the participants' applicable performance as appropriate under common measures.

At this time, the evaluation is expected to address the following questions:

1. How many participants waiting for an ITA actually went to training?
2. Of those participants that did not go to training, how many entered employment and retained employment?
3. Of those participants that did go to training, how many completed with a credential, entered employment, and retained employment?

Based on the outcomes of these questions, WorkForce West Virginia will determine what further information and processes are needed in order to promote, establish, and implement methods for continuous improvement in the efficiency and effectiveness of the statewide workforce investment system. At the close of PY13, our data reflects the following:

- 28 participants are included in the evaluation.
- 24 participants entered training, 11 of which are still registered/enrolled in training.
- 13 participants have completed, received their credential and have since exited. Of the 13 participants, one remains unemployed, one is excluded from performance due to health/medical reasons, one is unable to be located, 7 are employed at first quarter, and 3 are employed at third quarter.
- 4 participants did not enter training, one of which is still registered, and the remaining 3 who have exited are unable to be located.

UNIQUE PROGRAMS, RECENT ACCOMPLISHMENTS, AND SUCCESS STORIES

Veterans Retraining Assistance Program

WorkForce West Virginia DVOPS, Joe Douglas, began case managing a U.S. Army Veteran in December 2012. The customer had just been laid off after 15 years of service with the Xerox Company where he was a Print Tech. He had no formal training, degrees, or certifications of any kind. Through intensive services, DVOPS Douglas starting looking into options that would best suit

the needs of the customer. Through the case management process it was discovered that additional education was a viable option for this veteran. DVOPS Douglas referred him to the VRAP program by giving him the information needed to go online and apply. After about two weeks, the customer received his letter of acceptance into the VRAP program. He wanted to get a degree in the field that he had with his last job because he enjoyed working with computers. He started school at West Virginia Northern Community College in January 2013. His focus was in AS Microsoft Applications and Support Desk. After several months of schooling he began looking for work while in training. In June 2013 he received a call from Xerox about reapplying for several positions. In July 2013, he was able to use the skill he had learned in his studies to obtain employment as a Computer Operator in Tape Operations at Xerox. The customer has already utilized his education to obtain a job and will graduate from his training program in December 2014.

WIA Adult

In July 2013, a customer visited the Weirton WorkForce West Virginia Career Center (located in Region 5) who was looking for help. He was not working and was not collecting unemployment. During his orientation with Case Manager, Robin Murphy, he expressed an interest in obtaining his Commercial Driver's License (CDL). The customer was determined WIA Adult eligible and approved to go through the Individual Training Account (ITA) program for his CDL at Pittsburgh Institute of Aeronautics (PIA). He started CDL training in August 2013 and completed in September 2013, earning his CDL Class A. He obtained employment with Schneider National Carriers, Inc. and has expressed his appreciation that our program enabled him to get his life back on track.

WIA Dislocated Worker

The Region 2 LWIB assisted a dislocated worker gain employment with a local university. A single mother of two teenage daughters, who had been employed as a Director of Marketing Development, lost her job after seven years of employment. She was interested in training that would upgrade her social media skills in regards to marketing. Region 2 was able to assist Rutgers Center for Management Development to be placed on the approved training list, so that the customer could attend their Intensive Digital Marketing Program. Upon completion, she was immediately able to gain employment with a local university as a Marketing Specialist.

Wagner-Peyser

WorkForce West Virginia has been working diligently in strengthening the partnership it has with the West Virginia Regional Jail and Correctional Facility Authority. In recent months, we began the start of our relationship by assisting their candidates with the pre-employment Correctional Officer testing within our WorkForce West Virginia Career Centers.

Together we have expanded and enhanced that relationship by utilizing services provided through WorkForce West Virginia to assist in the recruitment of candidates for the position of Correctional Officer I. Regional Jails have started posting job openings with our Career Centers, which has led to the increased awareness of job opportunities as a correctional officer. During the first quarter of PY13, WorkForce West Virginia hosted three hiring events that led to 40 hires.

During all of the hiring events they were able to give the Correctional Officer test the same day. During two of the hiring events applications, testing, interviewing, agility tests, background checks,

and drug tests were all given to assist in expediting the hiring process. This resulted in 15 immediate, on the spot job offers. Due to the success of these initial events, more hiring events have taken place and are scheduled in the near future.

HIGHLIGHTS FROM THE MEDIA

Career Center Becomes Simulated Workplace Model-December 7, 2013
By Stephen Huba, Hancock County Reporter, The Review
New Cumberland-Going to school at the John D. Rockefeller IV Career Center is feeling more like the daily grind every day.

And that's a good thing, according to students.

"I feel like I'm going from school to work," said senior Cody Wishon, 18, of New Cumberland, describing his daily trek from Oak Glen High School to the Career Center.

Wishon and his fellow classmates are learning what life is like in the work world as the Career Center makes the transition from traditional classroom instruction to a Simulated Workplace model.

The Career Center is one of 21 sites across the state of West Virginia chosen to participate in a Simulated Workplace pilot project this year. State education officials hope to implement the Simulated Workplace concept statewide over the next three years.

As a simulated workplace, the Career Center is beginning to impose requirements on students similar to what they may encounter at a real job-filling out an application, going to an interview, punching a time clock, wearing a uniform, submitting to random drug tests and maintaining a good attendance record, among other things.

So far, students say the additional requirements are not onerous, but welcome.

"I like it better this way," said Wishon, a carpentry student who hopes to have a career in the building construction trades.

Another carpentry student, Patrick McLaughlin, 17, of New Cumberland, said the Simulated Workplace concept affords students more freedom because teachers expect more of them.

"With the simulated workplace, (the teacher) explains what we have to do and sends us out to do it," McLaughlin said. "We're doing it more on our own."

Patrick McLaughlin, 17, of New Cumberland, "punches" a face-recognition time clock Friday at the John D. Rockefeller IV Career Center. The time clock is part of a Simulated Workplace pilot project that the Career Center is participating in this year. (Photo by Stephen Huba)

Career Center teachers say the content of what they're teaching has not changed, just their methods of instruction. Each career-technical program is viewed as its own startup company with a beginning net worth of $1 million.

The "company" must meet the same standards of quality, productivity and financial performance as real-world companies, said Kathy D'Antoni, West Virginia associate state superintendent of schools. Each company will be evaluated annually, and how well a company does depends a lot on students' academic achievement, mastery of skills and reliability, she said.

"Everything that they do in this workplace setting contributes to the financial well-being of the workplace," D'Antoni said, "so they need to show up."

At the Career Center, each course program now has a company name and operates like a company, said Steve Shannon, carpentry instructor. The carpentry program is known as Mirror Construction, and its company slogan is, "What We Do-Reflects On Us."

Students have taken ownership of the company identity and contributed to everything from the company uniform to the actual work product, Shannon said.

"I think it's made them take a lot more pride in what they do," said Milt O'Mery, auto collision instructor.

Teachers say the real-world atmosphere of the simulated workplace fits well with their actual instruction.

"What we preach all the time is (what it's like) 'out in the real world,' " said Jeff Hardy, auto technology instructor. "We all come from the working sector, so that's what we know. We try to make it as 'real world' as we can."

Hardy said the Simulated Workplace model puts more responsibility on the students, who are seen more as workers than as students.

"The students' overall approach is more business-like. They're working for the company now. They represent the company," he said. "It puts more responsibility on them. We're supposed to stand back and let them run the business."

The Simulated Workplace model owes much of its development to Oak Glen High School alumnus Clinton Burch, who graduated in 1994. Formerly of New Manchester, Burch now works as Simulated Workplace project coordinator for the West Virginia Department of Education. "Within the Simulated Workplace company, the whole premise is to change the learning environment," Burch said, citing the use of time clocks, random drug tests and uniforms.

Enrolling in a class involves not only seeing a guidance counselor but also being interviewed by an instructor, as if for a real job, Burch said.

The pilot project is being funded through $350,000 in grant money from Workforce West Virginia and the Claude Worthington Benedum Foundation in Pittsburgh, D'Antoni said.

At the Career Center, the Simulated Workplace applies to all career-technical students, excepting students in the driver's education, licensed practical nurse and commercial driver's license programs.

Three Mile Curve

Some exciting things are happening at the Ralph R. Willis Career and Technical Center, and the state of West Virginia is starting to notice. On Thursday, October 10, representatives from the West Virginia Department of Education visited the site to produce a promotional video featuring the school's students and faculty.

What has sparked the interest? This year, Ralph R. Willis has enhanced its curriculum and changed its approach to learning by introducing a simulated workplace. In a simulated workplace, classrooms provide "an educational environment that emulates the future workplace."

The program, envisioned by West Virginia Assistant State Superintendent of Schools Dr. Kathy D'Antoni, is based on the demands from research and industry reports. Studies indicate that while there are job opportunities for technicians in West Virginia, the difficulty is finding employees "who routinely show up for work, can pass a drug test, and possess a positive work ethic." The simulated workplace is designed to help students be more prepared to enter the workplace upon graduation.

Students engaged in the simulated workplace at Ralph R. Willis are learning different aspects of businesses in addition to technical skills. In this approach, classrooms become companies that have an initial net worth, policies and procedures manuals, and different positions that must be filled. Students go through an application process to be "hired" for the different positions. Like a real work environment, they use time clocks to track attendance, must submit quarterly and annual reports, and undergo random employee drug testing. At the end of the year, students will able to create a professional portfolio to document credentials earned, projects completed, and their contribution to the company's success.

"With this system, the students are more accountable for their performance," says Jan Hanlon, Director of Secondary Education for Logan County Schools. "Our students are going to be more prepared to enter the workforce now. They will have a portfolio they can show future employers and be able to say, 'I've held these positions, and I have these national certifications.' They will understand how their job performance earns money, and they will know how much of an asset they are to a company."

The promotional video will be showcased throughout West Virginia as a model for simulated workplace learning. Dr. D'Antoni said she was very impressed with what is happening at Ralph R. Willis Career and Technical Center. "What they are doing here is wonderful," says D'Antoni. "This school should be an example for the whole state."

Collins Middle School-Marketing Program Competes at the West Virginia State DECA Conference

DECA is a student organization, which prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe. However, for the first time in West Virginia state DECA history, Simulated Workplace has opened the door for middle school students to be a part of this exciting organization.

Collins Middle School in Fayette County has been able to introduce students to the concepts and expectations of Simulated Workplace, through the vision of Deb Bush (Business Teacher). Ms. Bush's students have used the Simulated Workplace platform to transform the negative outside views of their school into positive team building experiences for the entire student body. Collins Marketing Services (student developed/ran) company used student generated ideas to address the topic of Bullying. These initiatives have included a Bullying Awareness Run, Anti-Bullying Tree, and Bullying Doors Decorating contest. Students were able to use the business and marketing skills learned within their Simulated Workplace classroom to enhance not only their school community, but their individual learning and self-confidence. Additionally, these projects have led to a more family like atmosphere at the Collins Middle School.

Hats off to this pioneer group of students for having the vision to dream big and make a difference at their school through Career and Technical Education (CTE)!

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Tolsia teacher wins national excellence award

Hugh Roberts, the carpentry teacher at Tolsia High School, has been named the first recipient of a national CTE award. *Photo submitted*

GLENHAYES – Tolsia High School carpentry teacher Hugh Roberts has been named the recipient of the first Excellence in Action Award presented by the National Association of State Directors of Career Technical Education.

Kathy D'Antoni, the associate state superintendent of schools in West Virginia, nominated Roberts for the national award.

"Hugh has done an outstanding job and has played a major role in the development of an exciting education initiative," D'Antoni said, referring to the new simulated workplace program.

"He is a true asset to the teaching profession and is positively impacting the lives of our West Virginia children."

Roberts will be honored this June at the 2014 Achieving Excellence in Career Technical Education conference in Phoenix. He'll also be featured in a national publication and receive a banner for his school.

"We are thrilled that Hugh Roberts has been recognized at the national level for the work he does," said Lynn Hurt, superintendent of Wayne County schools. "He is an example of the good things that are happening in Wayne County schools."

Roberts is in his seventh year at Tolsia High School, saying he is driven for his students to have a real-world experience.

That's the main reason for his nomination: success with the Simulated Workplace pilot program.

Simulated Workplace is a project in which CTE programs are operated as a business to better prepare students for business and industry environments. Tolsia's carpentry program, Rebel Construction, is one of several pilots in the state but the most successful one so far, D'Antoni said at a state board meeting in February. Several Tolsia students spoke about the Simulated Workplace experience during that meeting.

Senior Nicholas Caudill, who has been in Roberts' class all four years of high school, said that Tolsia, through Roberts' leadership with the Simulated Workplace program, has gained the school respect throughout the state.

"We're recognized wherever we go," Caudill said.

Caudill, who won gold in the West Virginia SkillsUSA competition in March – the first medal ever for Tolsia High School – said credit belongs to Roberts.

"He can teach whoever wants to learn, but you have to want to," Caudill said. "He makes everybody work, keeps everything moving and tries to help everyone."

A resident of Lavalette, Roberts is humble and quiet, deflecting the accolades to those around him.

"It's more a reflection of our program and school than me," Roberts said. "Wouldn't be able to do it without these kids."

But he is excited to have a chance to speak to a national audience at the conference, wanting to convey the message that West Virginia is doing great things in career and technical education – evidenced by the Simulated Workplace program.

"I think it's really important for them to understand that West Virginia is a leader," he said, noting the chance to also highlight the importance of CTE programs nationwide.

"We've spent a generation now with an emphasis on the corner office, and we forget somebody has to build that corner office."

See AWARD on 3A

Family wants answers to Hatfield case

By DIANE POTTORFF
Staff Writer

WAYNE – Family members of a woman who was murdered in 1988 and other victims want answers in the case against a man who has been in prison for the past 20 years.

Jury selection is set to begin April 24 for the April 28 trail for West Virginia vs. Stephen W. Hatfield in Wayne County Circuit Court.

The case is being heard by special Judge James Holliday of Putnam County.

Brenda Andrews is working on finding justice for Tracey Andrews, who was shot and killed by Hatfield on May 8, 1988.

Andrews is married to Tracey's father, Richard.

She said she and eight other people were in the Wayne County Circuit Court Wednesday for a hearing concerning Hatfield who is set to stand trial April 28 after a U.S. District Court judge set aside his conviction over issues of competency to enter a guilty plea or to stand trial.

She said earlier in the week she was contacted by one of Hatfield's victims who stated one of his defense attorneys was in the victim's workplace and had asked that person to sign an agreement that the person was in agreement for Hatfield's release from prison.

Andrews said the victim apparently became hysterical and would not sign the agreement.

Later, she said she was told that Hatfield could get out of prison and the murder charge, as well as two malicious wounding charges could be expunged.

"We want answers," Brenda Andrews said. "We were told by Prosecuting Attorney Tom Plymale the judge has made a ruling and will send the answer to the family."

As of Friday, Andrews said she has not been told anything about the case.

"He could walk away free and clear," she said. "Tracey's mother is dead, as is one of her sisters. I would want someone to fight for my child if that happened to me. So I am fighting for Tracey and her mother."

On that Mother's Day in 1988, Hatfield went to the home of Dewey Myers on Spring Valley Road.

See HATFIELD on 3A

Farm Bureau wants

CONCLUSION

In working toward accomplishment of the goals outlined in West Virginia's state workforce strategic plan, WorkForce West Virginia continues to coordinate, link and blend multiple funding streams into a statewide Workforce Development System that is able to respond nimbly to changing economic conditions. Organizations within the WorkForce West Virginia Career Centers are coordinating with partners and stakeholders to create a workforce development system that strives to stream line and reduce duplication of services while also addressing end-goal issues, such as a drug-free workplace and expanded training opportunities for the oil and gas industries. Work will continue toward the continuous improvement of the delivery of workforce services in our state. While changes continue to be made and improvements undertaken, we remain cognizant of our commitment to serving the people of West Virginia.

For questions regarding this report and the information contained therein, please contact:

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